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THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS
WISCONSIN CHAPTER OF THE AMERICAN INSTITUTE
OF ARCHITECTS
BUILDING CONGRESS OF WISCONSIN



Stag Outing

Better Homes Being Built

A. I. A. 69th Convention

Building Costs Below 1929 Level

Minutes of Executive Board Meeting

THE SIXTH ANNUAL

STATE ARCHITECTS' STAG OUTING

WILL BE HELD ON

SATURDAY AFTERNOON, AUGUST 21

AT U. F. DURNER'S SUMMER HOME, WEST SIDE OF

UPPER NEHMABIN LAKE

WAUKESHA COUNTY

WHAT TO BRING

•
YOUR PERSON
•
GOLF CLUBS
•
SWIMMING SUIT
•
OUTDOOR TOGS
•
OWN SMOKE
•
A BIG SMILE
•
LARGE THIRST
•
ONE DOLLAR

PROGRAM

1:00 to 2:00—Arrival and Parking
2:00—Grand Opening of the Kegs
2:30—Games
Baseball (Two Diamonds)
Horseshoe (Four Courts)
3:00—Bridge
Rowing and Canoeing
4:30—Swimming
Ordinary Swimming
Fancy Swimming
5:30—Supper
Committee in Charge
6:00—Informal Talks, Officers
Association Affairs
Evening—Launch Rides
Cards and Smoker

A full afternoon and evening of enjoyment in the society of your fellow architects. One dollar covers cost of everything, including the lunch and refreshments.

DIRECTIONS

•
HIGHWAY 30 TO
•
SIDER ROAD
•
ABOUT 1½ MILES
•
WEST OF DELA-
•
FIELD. DIREC-
•
TION SIGN WILL
•
BE ON NORTH
•
SIDE OF HIGH-
•
WAY 30

THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS

A.I.A. 69th Convention

A nation-wide housing program was outlined in a report made public by the Board of Directors of the American Institute of Architects at the opening of the Institute's sixty-ninth convention in Boston. More than 200 delegates from the organization's sixty-nine chapters throughout the country participated in the session, at which Stephen F. Voorhees of New York, president of the Institute and chairman of the Board of Design of the New York World's Fair, presided.

Recommended by the Institute's Committee on Housing, of which Walter R. McCornack of Cleveland is chairman, and approved by the Directors, the resolutions provide for a working alliance between architects, builders, and federal agencies entailing both cooperative and independent studies of the nation's housing problems, allocation of \$200,000 to the Department of Commerce for development of a new technological approach to construction with a view to lowering costs, and creation of a joint national investigating committee to inspect completed Federal Housing projects.

Other suggestions in the report, which was read by Charles T. Ingham of Pittsburgh, secretary of the Institute, included preparation of a real property inventory "necessary in the replanning of American cities," organization of a committee of architects to cooperate with the National Housing Authority in formulating a code of basic principles for the national housing movement, a study of unemployment in the building industry, development of moderate cost housing for rent rather than sale, and inauguration of a campaign for a general minimum standard for dwelling units.

The Board also went on record as favoring the appointment of a commission to pass on the qualifications of architects seeking national employment under the jurisdiction of the Treasury Department, but advised that the Convention take no official stand with regard to proposed alterations on the national capitol.

Charles D. Maginnis

In accepting his new office as President of the American Institute of Architects, Mr. Maginnis said:

"It is a familiar habit of royalty to scatter honors where it has been worthily entertained. With more extravagant gesture The Institute now withdraws from the hospitality of Boston, leaving its presidency behind. Our welcome, indeed, was eager and warm-hearted, but it scarcely deserved so princely an acknowledgement.

"In these singular circumstances the worthiness of the particular head upon which this honor has descended might well be considered a negligible matter. Yet I am too familiar with the thoughtful and even anxious temper of The Institute not to impute a significance to that action which moves me very deeply. No one reaches the presidency of such a body as this without a weighty sense of its high tradition, and no one who has served, as I have, on the fringe of that office, has any illusion as to the weight of its responsibilities.

"I have a new cause for being impressed by the philosophic serenity of The Institute in these days of novel and revolutionary thought. To some, the wistfulness with which it still holds the sentiment of Williamsburg and Boston may well seem an anachronism and a per-

versity. To me it is wholly admirable. The new order may well benefit from the encounter with occasional areas of intellectual friction, for Boston, as you know, is more a state of mind than a mere geographical idea.

"It is not necessarily a part of my function to reveal my individual credo, yet I cannot resist the impulse to say that while I am ardently opposed to the idea of flinging history into the waste basket, I am on the other hand not one of those despondent souls who believe that all hope has fled because the Corinthian capital has gone into eclipse. I wonder sometimes how long we can be content to live with the new austerities. But as austerities are good for the soul, may it not be that this is a Lenten time for Architecture, when it has chosen to shed the pomps and the vanities for a time, to sit contemplatively in its skin? (*Applause*)

"Be the significance what it may, I have faith that, in the large purpose to achieve a fitting expression for the genius of this new age, the American profession will not fail, whatever the provocation, to find testimony of our own cherished institutions and our own national individuality.

"And now I must try to find words with which to convey for you, for me, and for the whole Institute body, the sense of the great obligation we owe to the retiring President and the men who have with him conserved the fortunes of The Institute in some of the darkest days of its history.

"Mr. Voorhees has left for his successors an intimidating record of accomplishment which is possible only to one who brought to his task a high intelligence, a wide experience of affairs, and a devotion the measure of which we never shall know. I like to think that these admirable capacities are now to find a larger, a more vivid exercise in the development of the World's Fair in New York.

"With me is associated Mr. Frederick H. Meyer, of San Francisco. Between us lies ample room for the development of problems which can engage our interests for the next year or so. In this spacious atmosphere we must learn to find and to deal with all the complexities which are associated with our arduous stewardship."

Resolutions Adopted by the 69th Convention of The American Institute of Architects

STATE ASSOCIATIONS

Resolved, That The Institute adheres to the plan of unification as established in the By-laws of The Institute.

Resolved, That The Institute shall not promote any plan for a nation-wide organization of state associations, separate and distinct from The Institute.

ORGANIZATION OF STATE ASSOCIATIONS

The following resolution was presented by the Committee on State Societies following the reading of a report by Mr. L. N. Crawford of the State Association of California Architects:

Resolved, That the recommendations contained in the report of the Committee on State Societies, as revised, and as read to the Convention as a part of the resolutions adopted by the Convention of State Architectural Societies, be carried out in detail; and be it further

(Continued on page 5)

THE WISCONSIN ARCHITECT

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Architects

The Building Congress of Wisconsin

Wisconsin Chapter, The American
Institute of Architects

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Minutes of the June Meeting of the State Executive Board

The regular monthly meeting of the State Association of Wisconsin Architects was held on Friday, June 25, at the City Club, Milwaukee.

The meeting was called to order by President Henry Auler at 1 P. M.

Members present were Messrs. Henry Auler, Leigh Hunt, Fitzhugh Scott, Wm. G. Herbst, Wm. Mickelsen, Peter Brust, Edgar Berners and F. J. Stepnoski.

Represented by proxy were Messrs. T. L. Eschweiler, Edgar Stubenrauch, H. W. Buemming, Herbert Tullgren, Leo Brielmaier and A. L. Seidenschwartz.

Messrs. Roger Kirchhoff and Ellis Potter were absent.

In the absence of A. L. Seidenschwartz, Leigh Hunt acted as Secretary.

Mr. Hunt made a preliminary report on the Convention of State Societies held in Boston on May 31st, to which he was a delegate. Mr. Hunt delayed his report of the Convention until the next meeting as he had not received a transcription of the proceedings.

Press notice which Mr. Mickelsen read with reference to WPA Zoo Administration Building, Racine, Wisconsin, was referred to the Practice Committee of the 8th District with instructions that they send a letter to the Racine Common Council explaining that Architects' fees, in accordance with the code of ethics of the State Association as well as the registration law, require that Architects perform complete Architectural Service, and that a copy of the letter to the 8th District be sent to the Secretary of the State Board.

It was moved by Mr. Scott and seconded by Mr. Brust that the Practice Committee of the 8th District send a letter to the Industrial Commission with reference to the employment of the PWA Director of Kenosha, to prepare plans for a school building in Kenosha County. It was stated that the PWA Director was not a registered Architect. Copies of the correspondence to be sent to the Secretary of the State Board. Motion was adopted.

Mr. Mickelsen, Special Committee of one on the redistribution of certain District boundaries made his report. The Board instructed him to prepare his recommendations, together with a map showing the proposed changes and present same to the Resolutions Committee at the 1937 Convention.

It was moved by Mr. Brust and seconded by Mr. Scott that the request of Mr. Frank Childs of Chicago, Chairman of the A. I. A. Committee for securing photographs of Wisconsin buildings, old and new, which are outstanding examples of architecture for the Paris Exposition, be referred to a Special Committee as follows:

Carl Eschweiler, Chairman, George Spinti, Clarence Jahn, Harry Bogner, C. F. Bernard, Alfred Zarse and Henry Hengels. Motion was carried.

It was further moved by Mr. Scott and seconded by Mr. Brust that this Committee be instructed to contact all Districts in the State Association in reference to securing materials for the Exposition in Paris as quickly as possible. Motion was adopted.

There being no further business to come before the meeting, same was adjourned at 2:30 P. M.

LEIGH HUNT, Acting Secretary.

Resolutions Adopted

(Continued from page 3)

Resolved. That The Institute adopt a vigorous policy of nation-wide organization of state associations; and be it further

Resolved. That the Committee set up under the recommendations of the report study carefully those portions of the Standard Form of Chapter By-laws issued by The Institute which pertain to the state associations and their affiliation with The Institute, and make recommendations for their revision to the proper authorities for action at the earliest possible time.

Building Costs Below 1929 Level

Despite rising labor and material costs in residential building, values of homes today far outshine those of 1929 or 1926, Joseph B. Mason, Eastern editor of *The American Builder*, declared recently, revealing results of studies compiled by the magazine.

While costs will continue to rise, he pointed out that this rise has not and will not be due to labor and material alone but to the increasing conveniences and comforts offered the home buyer today, and demanded by them.

"The 1937 model home is a vastly more complex, complete and costly structure than was built in earlier years," he said. "A \$6,000 or \$7,000 home today is better planned, better built and better equipped than many houses costing several thousand dollars more in 1926 or 1929."

Picturing the home purchaser today as one not satisfied with the minimum of comfort and demanding the maximum, Mr. Mason emphasized the conveniences and improvements which are standard today, including automatic water heaters and garage door equipment, telephone conduits, modern lighting, period hardware and streamlined bathrooms with elaborate fittings.

In naming these comforts, he suggested that the social-minded housing reformers be reminded that these "luxuries" are still unheard of in the European homes which they so often hold up as models.

"American builders could easily and drastically reduce costs by leaving out modern heating, plumbing, wiring and other equipment," Mr. Mason said, "as is done in so much of the English and French housing, but the taste of the American public has been raised to the point where no American will buy such a house."

Citing figures culled from the real estate pages of newspapers in previous years, Mr. Mason declared that the price of the finished home today is less, not more than it was a few years back. Land costs, overhead, and profit items of contractors and sub-contractors are much less, he pointed out, than they were in 1929, although they have risen somewhat from depression levels. Other factors contributing to this picture given by Mr. Mason include a reduction in financing costs and a lower labor cost than most published figures indicate because the bulk of the residential industry is not unionized.

"It is not fair to say, as some building critics have, that costs are too high, without setting up a standard of comparison," Mr. Mason pointed out. "Like the 1937 automobile, the current home models are much more complex machines than formerly."

Better Houses Being Built

Attractive design, sound construction standards and a safe system of financing, an alliance long advocated by the Federal Housing Administration, appears to have gained nationwide acceptance in the home building industry, according to Federal Housing Administration officials.

Architects, building material dealers and financial institutions, have joined in a movement in many of the active building centers to carry on this effort which the Housing Administration urged more than a year ago when it published Technical Bulletin No. 4, a publication designed to acquaint the building industry with the principles of planning small houses.

Any movement involving the important factors of design, good materials and a safe system of home financing is a step in the right direction. A number of building material dealers in various parts of the country have inaugurated ambitious newspaper advertising programs calling attention to the importance of design and the right kind of financing for homes as well as the importance of good materials. Several actually provide a home design service under the supervision of licensed architects.

"Better planning of homes is as vital as the use of good materials and the use of a safe and sound system of home financing," said Howard P. Vermilya, Director of the Housing Administration's Technical Division. "Only well designed dwellings of good material can be eligible for financing under the insured mortgage system."

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STATE ARCHITECTS STAG OUTING

AUGUST, 21, 1937

(See page 2 of this issue)

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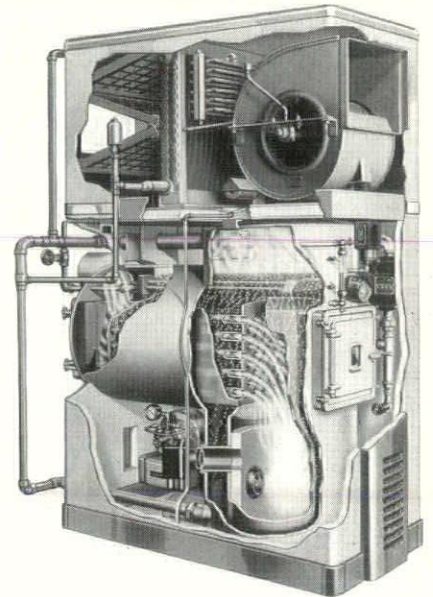
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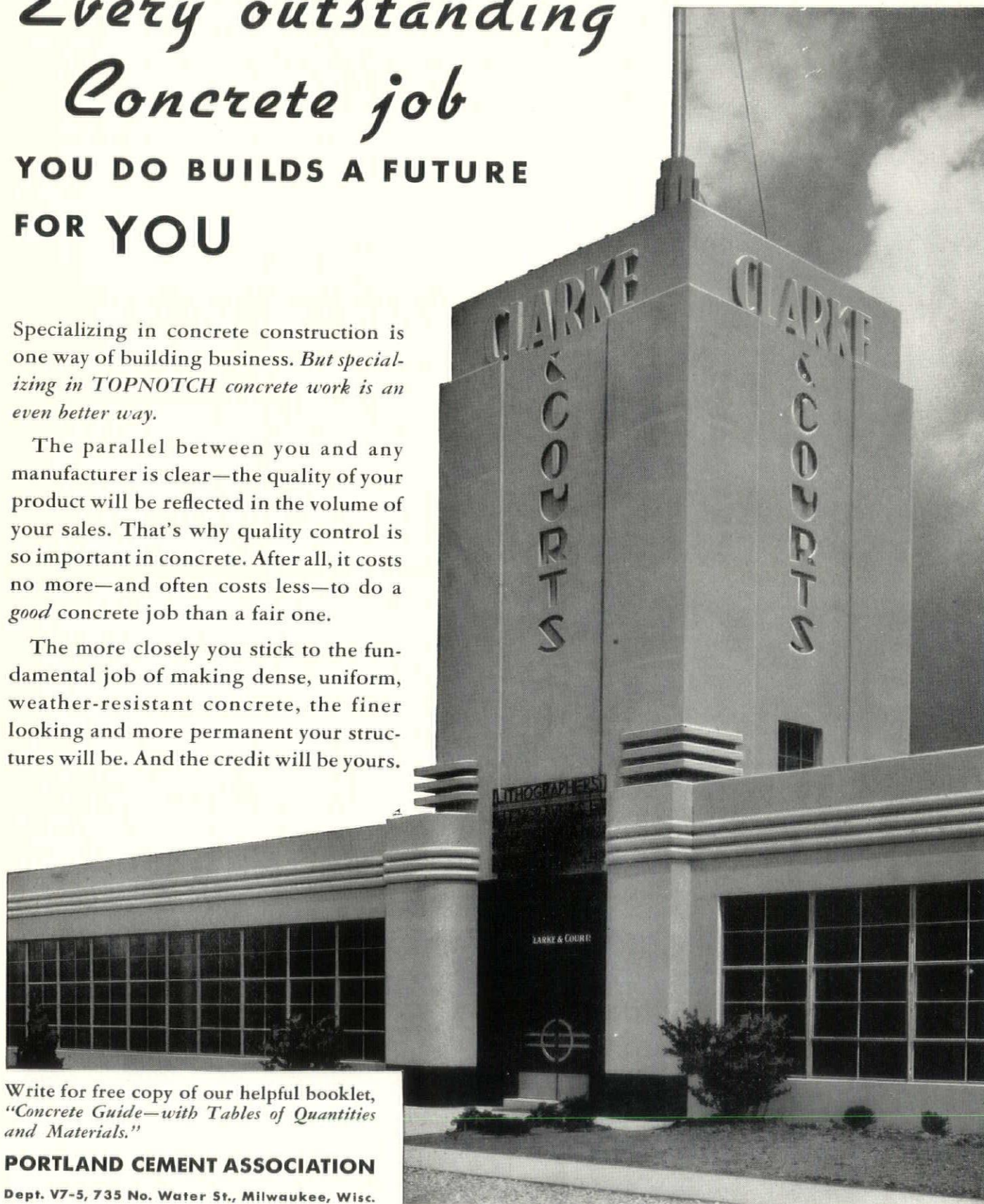
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